

issued? Or, as in accordance with the three times enacted rule, with each and every insertion of the advertisement of such article? There is the "joker." The rules of the new Council are but extensions of the rules of previous enactment; good rules, beyond a doubt, if carried out. But let us not be too sanguine; let us carefully watch the course of events and see whether the *Journal A. M. A.* lives up to these rules any more closely than it has to past rules. At the present time about half of the advertisements in each issue do not conform to the rule of 1895, 1900 and 1904, nor to the new rules of the Council. For 10 years there has been no perceptible indication of an honest desire to have the advertising pages conform to these rules or to any rules, save the commercial one of prompt payment of bills. If the time has arrived when there is to be made such an honest effort, we venture to say that nowhere in this country will there be greater rejoicing than right here in California; and particularly in the Publication Committee. But let us not rejoice prematurely; let us wait and see what will really happen.

AMERICAN MEDICAL ASSOCIATION. COUNCIL ON PHARMACY AND CHEMISTRY.

Chicago, Feb. 28, 1905.

To the Manufacturing Pharmacists and Chemists of the United States and to Others Concerned:—As the culmination of plans which have been under consideration for the past two years, the Board of Trustees at a meeting held Feb. 3, 1905, created by resolution an advisory board to be known as the Council on Pharmacy and Chemistry of the American Medical Association. The organization of the Council was perfected at Pittsburg, Pa., Feb. 11, 1905, and it herewith presents the following statement:

Preliminary Announcement.

It is the immediate purpose of the Council to examine into the composition and status of the various medicinal preparations that are offered to physicians, and which are not included in the United States Pharmacopoeia, or in other standard text-books or formularies. These preparations will include the synthetic chemical compounds, as well as the so-called proprietaries and pharmaceutical specialties put out under trademarked names. Preparations which conform to the standard established by the ten rules governing the matter, will be incorporated in "New and Non-Official Remedies," a book to be published by the Journal of the American Medical Association.

The general need of an accessible, authoritative work of reference of this character is obvious, for at present there is no such book to which the physician can refer. Its value will be proportional to its completeness. It is, therefore, proposed to be as liberal in approving articles for the book as is consistent with justice and equity to the public, to the manufacturing pharmacist and chemist and to the physician. The acceptance of articles will be determined by the appended rules, an examination of which will show that they are sufficiently liberal to permit the admission of all articles offered to the medical profession that are honestly made, ethically exploited, and worthy of patronage by intelligent physicians.

The acceptance of an article will be based on a careful and unprejudiced examination of the accessible information from all sources, and in compliance with the adopted rules. An acceptance, however, is not to be interpreted as an endorsement, neither is omission from the list to be construed, in every case, as condemning an article; it may mean that the necessary information has not been obtained. The Council does not pass judgment on the therapeutic value, but on the ethical status only. The Council does not presume to dictate what preparations should be prescribed; nor is it the present intention to conduct an active campaign against fraudulent products; but merely to supply necessary and desirable information concerning those which it considers unobjectionable.

The plan for the work is briefly as follows: All available information regarding a product will be secured from the manufacturer and from other sources. This information, together with specimens of the article, will be submitted to a committee of experts, who will examine critically into the product, consider the claims made for it, and make a report. On the basis of this report, the Council will accept, reject, or hold for further consideration. If accepted, the information will be condensed and arranged somewhat on the plan of the United States Pharmacopoeia, but with the addition of brief pharmacologic and therapeutic data. The

Council believes that there are many articles, at present not recognized by the Pharmacopoeia, which comply with the required standard and do not need any further investigation. In this class come many of the synthetics as well as many well-known pharmaceutical specialties. These are now being written up and it is proposed to issue the first edition of the book as soon as possible. No charge will be made for representation in the book.

As fast as new articles are accepted, all information regarding them will be published in *The Journal of the American Medical Association*, and will be incorporated in the next edition of the book.

The Council appreciates the importance and difficulties of the work to be undertaken and does not expect to take a step forward without being sure that it is right and just to all concerned. It does not dare to hope for perfect results and can only promise to strive earnestly, honestly and impartially to avoid serious errors of commission and omission. It asks for the hearty co-operation and assistance of those it believes to be interested in the work—the entire medical profession and all honorable manufacturing pharmacists and chemists. Criticisms and suggestions will be welcome.

Rules Governing the Admission of Articles.

The following rules are adopted to guide the Council on Pharmacy and Chemistry of the American Medical Association:

(The term "article" shall mean any drug, chemical or preparation used in the treatment of disease.)

Rule 1.—No article will be admitted unless its active medicinal ingredients and the amounts of such ingredients in a given quantity of the article, be furnished for publication. (Sufficient information should be supplied to permit the Council to verify the statements made regarding the article, and to determine its status from time to time.)

Rule 2.—No chemical compound will be admitted unless information be furnished regarding tests for identity, purity and strength, and, if a synthetic compound, the rational formula.

Rule 3.—No article that is advertised to the public will be admitted; but this rule will not apply to disinfectants, cosmetics, foods and mineral waters, except when advertised in an objectionable manner.

Rule 4.—No article will be admitted whose label, package or circular accompanying the package contains the names of diseases, in the treatment of which the article is indicated. The therapeutic indications, properties and doses may be stated. (This rule does not apply to vaccines and antitoxins nor to advertising in medical journals, nor to literature distributed solely to physicians.)

Rule 5.—No article will be admitted or retained about which the manufacturer, or his agents, make false or misleading statements regarding the country of origin, raw material from which made, method of collection or preparation.

Rule 6.—No article will be admitted or retained about whose therapeutic value the manufacturer, or his agents, make unwarranted, exaggerated, or misleading statements.

Rule 7.—Labels on articles containing "heroic" or "poisonous" substances should show the amounts of each of such ingredients in a given quantity of the product.

Rule 8.—Every article should have a name or title indicative of its chemical composition or pharmaceutical character, in addition to its trade name, when such trade name is not sufficiently descriptive.

Rule 9.—If the name of an article is registered, or the label copyrighted, the date of registration should be furnished the Council.

Rule 10.—If the article is patented—either process or product—the number and date of such patent or patents should be furnished. If patented in other countries, the name of each country in which patent is held should be supplied, together with the name under which the article is there registered.

Explanatory Comments on the Rules.

Rule 1.—Certainly no one can object to this rule. The physician not only has the right to know, but it is his duty to know, the composition of medicines he prescribes for his patients. He may not be interested in the details of the method or of the process of manufacture of an article, but he should know what medicinal agents it contains, and the amounts represented in a given quantity of the article.

Only in exceptional instances is it necessary for the physician to know the solvent, vehicle or diluent, or the particular flavoring agent which may have been employed. For this reason, while the Council desires the formula and the details as to the method of preparation to be sufficiently complete to enable it to verify the correctness of the assertions made regarding an article, the description to be published will usually consist only of a statement of the amount of each medicinal agent or ingredient in a certain quantity—generally the ordinary dose—of the article, and in some instances the general character of the solvent or vehicle and flavors.

In preparations for external use, the therapeutic efficiency is greatly influenced by the nature of the vehicle. Therefore, in such preparations, the character of the vehicle or base should be stated, so that it may be known whether the article is penetrative or simply protective.

Rule 2.—In order to avoid errors in the case of chemical compounds and to guard against adulterations, lack of potency or strength and mistaking one chemical for another, it is necessary to have at hand suitable identity

tests. Where these facts have appeared in the literature, or in standard text-books, reference to them will be sufficient, but with new chemicals, especially synthetics, the manufacturer or his representatives will be required to supply such tests to the Council, together with the rational or structural formula, in order that an intelligent opinion of these products may be obtained.

Rule 3.—While the correctness of the principle that physicians can not be expected to favor any medicine which is exploited to the lay public will be readily conceded, this rule is to be modified in its application to articles not strictly medicinal.

Rule 4.—This rule may appear to some as radical, and yet on consideration it will be found just to the public, to the physician, to the manufacturing pharmacist and chemist, and also to the retail druggist. It must be remembered that it applies only to the package, and to the labels, circulars, etc., accompanying it. It does not in any way interfere with advertising, circulars, literature, etc., furnished to physicians. Experience has clearly shown, however, that it is not safe to enumerate on the package the diseases in which an article may be indicated, since this is also the means by which the laity, who are not competent to determine whether or not its employment is safe and proper, may be induced to continue its use or to recommend it to others quite regardless of the evident dangers of forming drug habits or of doing serious injury by employing a remedy that in reality may be contraindicated. It is the physician's prerogative to determine in what disease the article may be indicated, and he is not supposed to go to the drug store for his knowledge regarding this. It is not the function of the pharmacist to recommend or to prescribe medicines, but only to be familiar with their pharmaceutical and chemical characters, strength and dosage and with the best forms of administration.

It is asserted that the naming of diseases on the label of the package is necessary, because many physicians will be unable to tell from the therapeutic properties alone in what diseases a medicinal article may be indicated. This may be true with a certain class of doctors, but it is certainly not true with the vast majority of the educated, progressive physicians of America, and this is the class whose interests are concerned in this movement. There may be some exceptional articles, such as foods, digestants and mineral waters, in which the therapeutic properties alone may not sufficiently indicate the use, and in these cases, perhaps, reference may be made to certain symptoms; if such references appear they will be carefully considered. Antitoxins and vaccines come under this exemption. The Council, however, is unanimously of the opinion that this method of exploiting the medical profession is one of the principal causes which has made the best physicians hesitate to prescribe any proprietary medicines, has led others into irrational therapeutics, has made pharmaceutical tyros believe that they could prescribe just as well as the physicians, and has been the means of causing scores of these medicines to be used for self-medication by the laity, to the detriment and sometimes to the serious and permanent injury of the person taking them. The physician would prefer that the manufacturer confine himself to furnishing the articles and reasonable information regarding their identity, quality, strength and pharmaceutical and chemical character, leaving the physician to indicate in what diseases they should be used.

It is believed that the application of this rule will most quickly determine what manufacturers would rather have the preference and favor of the vast majority of the medical profession and of the members of the American Medical Association than the doubtful support of a rapidly disappearing minority of practitioners.

Ample time will be given manufacturers to conform with this rule, and also Rule 8, entailing changes in labels or in other printed matter.

Rule 5.—While this is a rare contingency, yet in the past many rank frauds of this nature have been perpetrated on the profession, and this rule will have a tendency to prevent such attempts in the future.

Rule 6.—As in the preceding instance, this rule will have a tendency to restrict manufacturers or agents in their claims as to the therapeutic superiority of their products, without interfering with any reasonable assertions, especially when such are confirmed by clinical data from responsible medical men.

Rule 7.—For the information of the pharmacist or dispenser, and to enable him to act as a safeguard to the patient and to the physician, all medicinal articles containing such potent agents as the poisonous alkaloids and other organic substances and the salts of some of the metals, should have the exact amount of these ingredients contained in the average adult dose stated on the label. A list of these potent substances will be prepared with more specific information.

Rule 8.—In order to prevent the confusion now existing with reference to many articles known only by more or less arbitrarily selected or coined, usually protected names, it is necessary that every article which is intended solely for physicians' use or prescription be designated by a scientific title or by a name descriptive of its pharmaceutical character, and, as far as practicable, of its principal medicinal constituents. Synthetic chemical products should give the true chemical constitutional or structural name, in addition to the trade name. The application of this rule will enable physicians to use many of these articles which at present they are afraid to use

because of uncertainty as to the identity—owing to the similarity in the names of many of these entirely different products—or prefer not to prescribe in order to avoid criticism and the danger of self-prescription by their patients. This provision will thus be of great benefit to manufacturers of meritorious products, will relieve pharmacists of many trying situations in interpreting correctly the names of articles desired by physicians, and will protect both physicians and laity from the evils named.

The Council will use reasonable discretion in enforcing this rule with reference to trade names of long-established articles.

Rules 9 and 10.—This information is desired to enable the Council, and others interested, to determine the legal status of these articles and for ready reference through publication.

Respectfully submitted.

ARTHUR R. CUSHNY, Ann Arbor.
C. LEWIS DIEHL, Louisville.
C. S. N. HALLBERG, Chicago.
ROBERT A. HATCHER, New York.
L. F. KERLER, Washington.
J. H. LONG, Chicago.
F. G. NOVY, Ann Arbor.
W. A. PUCKNER, Chicago.
SAMUEL P. SADTLER, Philadelphia.
J. O. SCHLOTTERBECK, Ann Arbor.
GEO. H. SIMMONS, Chicago.
TORALD SOLIMANN, Cleveland.
JULIUS STIEGLITZ, Chicago.
M. I. WILBERT, Philadelphia.
H. W. WILEY, Washington.

Members of the Council on Pharmacy and Chemistry,
American Medical Association.

AMENDMENTS TO THE CONSTITUTION;

SECOND PUBLICATION.

ARTICLE VI.

SEC. 2. The officers, except the Treasurer and the Councilors, shall be elected annually. The terms of the elected Councilors shall be for three years, those first elected serving one, two and three years, as may be arranged. (All of these officers shall serve until their successors are elected and qualified.)

SEC. 3. No Delegate shall be eligible to any office named in the preceding section, except that of Councilor, and no person shall be elected to any such office (who is not in attendance upon the Annual Session and) who has not been a member of the Society for the past two years.

SEC. 4. The selection of the place of meeting, and the election of officers, shall be the first order of business of the House of Delegates at the second evening session of each annual meeting.

SEC. 5. All officers shall be elected by ballot, and shall serve until their successors are chosen and qualified.

The portions of sections 2 and 3 in parenthesis are to be dropped; sections 4 and 5 are to be added.

The Rubaiyat, After Osler.

Heretofore the STATE JOURNAL has refrained from inflicting upon its readers poetry, genuine or otherwise, and we certainly feel that a considerable amount of gratitude is owing to us on this score. There has never been made a definite rule of the Publication Committee covering this point, but it has been almost an unwritten rule that poetry "don't go." The present is an exceptional case, and the following lines, unsigned, are so pertinent to the Osler foolishness that has recently permeated the press, both lay and medical, that we cannot refrain from inflicting them upon you:

So, when the Angel with the Esmarch Mask
At last shall bid you to lay down your Task—
And whelm your Soul with Breath of Chloroform,
You shall not shrink from it, nor Respite ask.

Why, if the Soul can thus be Oslerized
And shed the Senile Flesh, at one Time prized,
Were't not a Shame, were't not a Shame for It
To, crippled, wait till with Time gormandized!